

VERMONT TOBACCO EVALUATION AND REVIEW BOARD
Evaluation Committee Meeting

October 26, 2015 2:00 PM - 4:00 PM

Conference Room A
Agency of Human Services
208 Hurricane Lane
Williston, VT

MINUTES

Present: Alexandra Potter, Eli Klemperer, Bob Uerz, Rhonda Williams

Public Comment: none

FY16 Evaluation Priorities

Alexi reviewed RTI's thoughts and recommendations pertaining to our FY16 evaluation requests around Counter Balance evaluation and developing publication manuscript. They suggest that the Local Opinion Leader Survey is very publishable.

The committee asked Kate to return to RTI to ask the following questions:

- We are interested in RTI's idea about a peer-review journal publication of LOLS. But we would like to hear what story can be told with the data? What makes the story interesting? Any ideas as to where it might be publishable? What audience is interested in this? Would we look at Vermont in additions to/or compared to other states? Or just a straight Vermont story?
- We would like RTI to develop one publishable manuscript for us whether it's around LOLS or something else to showcase the good and important work we are doing here in Vermont. We want to end this year and our contract with RTI on a positive note with a peer-reviewed journal publication. This is priority number one.
- Is it possible for RTI to also do some interpretation for us of the point-of-sale data we've collected (we will compile all necessary data)? Using for example, the logic model that we developed with RTI a few years back, the LOLS results, adult tobacco survey data, year one metrics from Counter Balance initiative, etc., could RTI answer the question of how we are doing compared to our logic model? We are interested in an independent statement of our initiative's performance (great, off track, waste of money, good use of money)?

Action: Rhonda will forward to Kate the logic model for CounterBalance.

Other thoughts

- We could approach the original cohort of states who participated in counter tools, to ask for data for us to analyze for the purpose of developing a manuscript to tell the story of Counter Tools. We could use the formative question we drafted in last meeting as a template.
- Using tools to use with kids: RSG is starting to look at community engagement strategies in terms of reducing sales in pharmacies. Petition and letter writing (to the editor), acknowledging those who already don't sell tobacco. RSG will employ someone on the ground in Vermont by January to help with community engagement and education.
- Could VTERB host a public forum on ecigarettes and taxation and allocation of ecigarette tax for research and evaluation? We should perhaps talk with Coalition to see if/what/when they might be considering this.

The committee decided to publish one-page data briefs under VTERB.

Topic and person responsible for finding data from RTI annual report and other relevant sources:

- Youth smoking - Bob
- Ecigs - Bob
- Adults and education level - Kate
- Co-occurring disorders (mental health) - Eli
- Tobacco and marijuana use - Bob
- Physician use of CPT code, health reform, and our success around that - Rhonda
- Economic value of tobacco control - Rhonda
- Secondhand smoke exposure and our successes around that – Alexi
- Youth smoking regional disparities – Bob/Rhonda

Action: Alexi will ask board if anyone has any other areas they would like to see?

Action: Kate will make a VTERB layout for VTERB data briefs.

The evaluation committee decided to begin meeting monthly.

Next meeting Monday, November 23, 2015 at AHS conference room A, 208 Hurricane Lane, Williston.